



GREATNESS
STEMS
FROM IOWANS

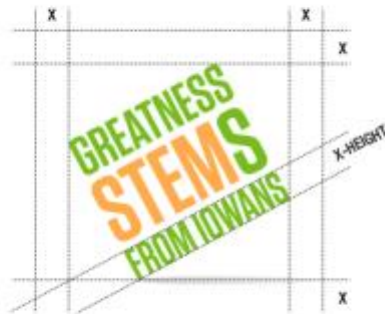
Awareness Campaign Preview

Monday, November 25, 2013

Logo / Brand Standards Guide

The STEM logo is a particularly valuable brand asset because it is the most highly visible representation of our organization. It should always be positioned for maximum impact, with plenty of space separating it from other elements.

It can be used upright or tilted at a 28° angle.



When a logo is needed in a small space that is one-inch wide, use the block version without tagline underneath to insure its readability.



GREATNESS
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GOVERNOR'S STEM ADVISORY COUNCIL

Color



GOVERNOR'S STEM ADVISORY COUNCIL

1-Color



GOVERNOR'S STEM ADVISORY COUNCIL

Black and White



GOVERNOR'S STEM ADVISORY COUNCIL

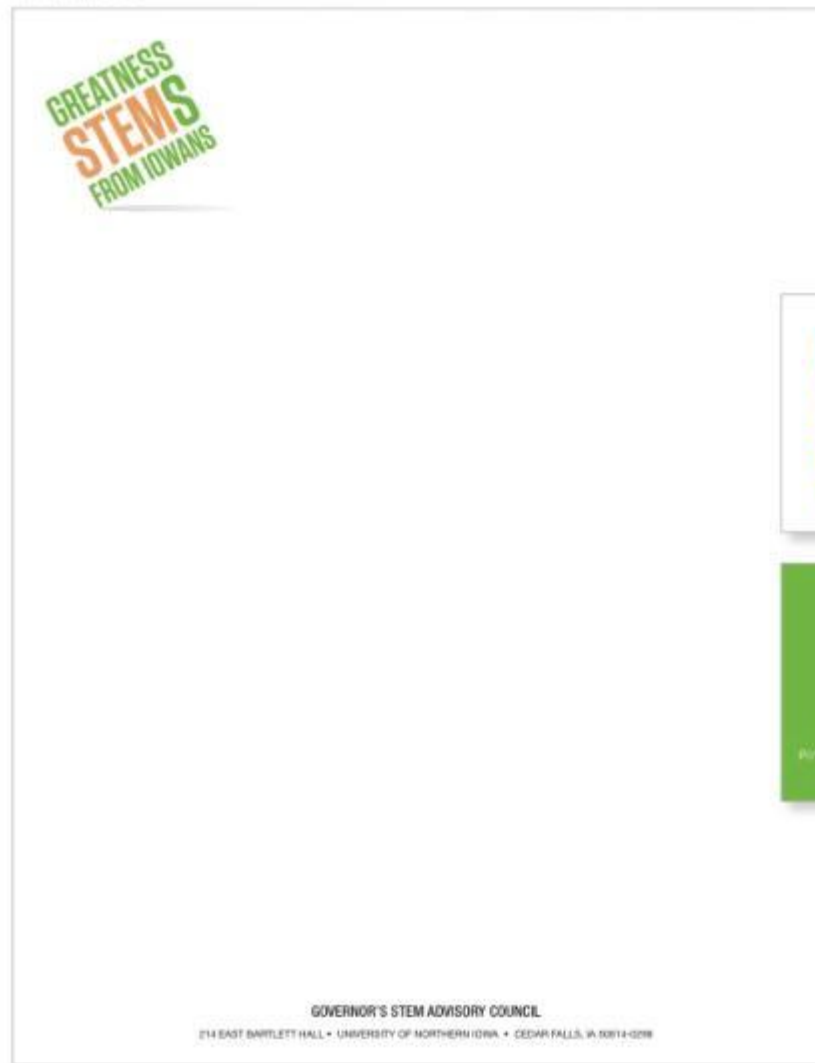
Reversed



GOVERNOR'S STEM ADVISORY COUNCIL

Letterhead & Business Cards

LETTERHEAD



BUSINESS CARD



GREATNESS
STEMS
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Imagery



Re-skin of Advisory Council Website

[About Us](#) | [Contact Us](#) | [Home](#) | [Logo Policy](#) | [What is STEM](#) | [Site Map](#) | [Search](#)

[Advisory Council](#) | [Priorities](#) | [STEM Hubs](#) | [Students](#) | [Parents](#) | [Educators](#) | [Informal STEM](#) | [Corporate Partners](#) | [IDSEP](#)

GREATNESS STEMS FROM IOWANS

Greatness STEMS from Iowans.

SCIENCE: the study of the nature of the universe.

The Governor's STEM Advisory Council is a collaboration of bipartisan Iowa legislators, educators, business, nonprofits, students and families focused on improving STEM opportunities and awareness in Iowa.

Simply put, STEM is an acronym for Science, Technology, Engineering and Mathematics.

- Science—Study of the nature of the universe
- Technology—Applying information to the design of goods and services
- Engineering—Application of knowledge for the benefit of humanity
- Mathematics—Universal language of nature

But, the impact of these disciplines is greater than the sum of their parts. When STEM is embraced, the learning focus is a game-changer for the way Iowa youth explore, learn and grow both in and out of the classroom.

The goal of increasing STEM interest and achievement is critical to regaining Iowa's historic legacy as a leader in education and workforce development. In fact, STEM will be a vital economic development advantage for quality job growth in our state, as STEM graduates are in great demand to meet current and future workforce needs.

The Advisory Council is made up of leaders in higher education, business, pre-K through 12 educators, as well as state and local governments. The group is led by Lieutenant Governor Kim Reynolds and Vermeer Corp. President and CEO Mary Andringa. Programs of the Council are delivered to Iowans through a statewide network anchored to regional hubs at universities and community colleges.

Please explore our site and let us know how you can help. Because Greatness STEMS from Iowans like you!

GOVERNOR'S STEM ADVISORY COUNCIL

STEM Advisory Council's Broadband Committee to develop legislative recommendations for ["Connect Every Iowan"](#)

[2013 Appointments to the Governor's STEM Advisory Council](#)

[STEM Classroom Finalists Identified—Outstanding Pool](#)

Governor's STEM Advisory Council Meetings
[Minutes, Agendas and Handouts](#)

EVENTS AND CONFERENCES

October 17 | Ames, IA
[Taking the Road Less Traveled High School Conference](#)

October 22-23 | Ames, IA
[2013 ICTM-ISTE Math Science Fair Conference](#)

October 24 | Ames, IA
[Taking the Road Less Traveled Middle School Conference](#)

For more IowaSTEAM information:

- [View 1 Outcomes and Indicators BRIEF](#)
- [Join STEM Newsletter](#)
- [Join STEM News Release](#)

STEM SCALE-UP PROGRAMS AND MONITORING

[For complete story, click here.](#)

CALENDAR

October 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Oct 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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[About Us](#) | [Contact Us](#) | [Home](#) | [Logo Policy](#) | [What is STEM](#) | [Site Map](#) | [Search](#)

[Advisory Council](#) | [Priorities](#) | [STEM Hubs](#) | [Students](#) | [Parents](#) | [Educators](#) | [Informal STEM](#) | [Corporate Partners](#) | [IDSEP](#)

GREATNESS STEMS FROM IOWANS

Greatness STEMS from Inspiring Imagination.

TECHNOLOGY: applying information to the design of goods and services.

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[Google Calendar](#)

ARCHIVES

Updated Logos & Graphics for Hub Websites

Home > COMMUNITY > Southwest Iowa STEM Region


[Contact Us](#) | [Calendar](#) | [Library](#) | [Webcast](#)

[About](#) | [Future Students](#) | [Current Students](#) | [Academic Programs](#) | [Faculty & Staff](#) | [Alumni & Community](#)

YOU ARE HERE: Home > Alumni & Community > Southwest Iowa STEM Region

Alumni & Community

- Southwest Iowa STEM Region
- Iowa Governor's STEM Advisory Council
- STEM Newsletters
- Scale-Up Programs
- STEM Advisory Board
- About Creation
- Adult & Continuing Education
- Alumni
- Bookstore
- Campus Calendar
- Career Services
- Copy Center
- Economic Development
- Education Foundation
- Iowa SBDC
- Employment Opportunities
- Training
- Transcript Request

Southwest Iowa STEM Region






SCIENCE | TECHNOLOGY | ENGINEERING | MATHEMATICS

What is STEM?

STEM is the acronym for Science, Technology, Engineering and Mathematics. These disciplines are vital for all people living in today's technological world. Whether managing the complex STEM-based decisions of daily life or pursuing STEM careers—science, technology, engineering and math are a part of your world!

Science, technology, engineering and math are the springboards to innovative problem-solving and discovery. Iowa is committed to growing the best STEM educational programming for every learner.

Iowa's STEM Initiative

Created in July 2011 by Executive Order 74 (and updated in July 2013), the Governor's STEM Advisory Council is a partnership of business, policy and education leaders from across the state convening to bolster STEM education and innovation and better position Iowa's young people and the state's economy for the future. The council is co-chaired by Lieutenant Governor Kim Reynolds and Vinner Corporation President and CEO Mary Andringa. The executive director of the Governor's STEM Advisory Council is Dr. Jeff Weid. The office is headquartered at the University of Northern Iowa.

Through a competitive application process, Southwestern Community College was designated as the "hub" of the Southwest Regional STEM network. Each region is charged with promoting and implementing quality STEM programming throughout the state. View map of regional hubs.

Scale-Up Programs

The Iowa Governor's STEM Advisory Council has identified "Student Interest and Achievement" in STEM as its top priority. Twelve STEM programs with a proven track record have been selected for "Scale-up" across the state.

Funding is available to bring programming free of charge to teachers, community leaders, STEM business partners and non-profits with an interest in promoting and implementing these nine STEM Scale-Up programs.

Scale-Up Program Applications NOW Available

The application process is underway! The urgency of bringing quality STEM programming to Iowa's learners is reflected in the

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Northwest Iowa STEM Region






SCIENCE | TECHNOLOGY | ENGINEERING | MATHEMATICS

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2013–2014 Program Applications Now Available

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The application process is now underway! The urgency of bringing quality STEM programming to Iowa's learners is reflected in the aggressive implementation timeline.

Contact:

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kwebb@iowalakes.edu
stem@iowalakes.edu

In July 2011, Executive Order 74 created

Billboards



Banners

Greatness **STEMs**
from Iowans.

SCIENCE
Technology
Engineering
Mathematics

GOVERNOR'S
STEM
ADVISORY COUNCIL
IowaSTEM.gov

Greatness **STEMs**
from inspiring
imagination.

Science
TECHNOLOGY
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Greatness **STEMs**
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Greatness **STEMs**
from hands-on
learning.

Science
Technology
Engineering
MATHEMATICS

GREATNESS
STEMS
FROM IOWANS
IowaSTEM.gov

Preparing young minds to
actively engage in Science,
Technology, Engineering
and Mathematics.

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IowaSTEM.gov

Brand Launch – Monday, Dec. 9

- Launch media event at Governor's weekly 8:45 a.m. news conference at Greenwood Elementary School
- Website and HUB pages go live
- Tool kit (PPT, flier, message map, etc.) materials to
 - Co-Chairs & Advisory Council Members
 - STEM HUB Managers
- E-mail blast to STEM newsletter list
- Billboards (start before year-end)
- PSA (Q1 2014)



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